



UNIVERSITI TEKNOLOGI MARA

ENT300
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN
FUTURE ENTERPRISE

PREPARED BY

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1.0 INTRODUCTION

Our company has been established in early 2015 to provide the end user for using our multifunction product which is the popular way today for studying process or for business purposes. Our target is aimed for those who still doing their studies or for those who needs our product to be one of their main equipment. Our company name is future enterprise, which the name itself related to our main purpose, to provide a better living in future ahead. Our company is based on partnership concept, where all the members are also can be known as the founder. We believe that our multifunction products for education and business purposes is the most significant equipment to ease ones to do their work. This is one of the examples how Malaysia can move forward through innovation and some efforts in creativity.

2.0 PURPOSE OF PREPARING THE BUSINESS PLAN

- I. Business Plan is prepared because it is to convince the venture capitalists investors and bankers in order to raise capital and obtain support for the venture. We need investors to raise fund for the purpose of company management and upgrading.
- II. It will be the guidelines in providing information to enhance the planning and decision making process according to listed objective and rational consideration in a critical, practical and realistic ways in a plan, aging proposed venture.
- III. To plan, distribute and as a guideline for day-to-day business management of resources to be more effective.
- IV. To convince supplier and customer for the capability of services provided.

5.0.2 *Factors of Choosing the Location*

In order to ensure that our business would run smoothly, we have chosen One Place Mall as our location plan after doing the survey for the location of our business. There are several Factors that contributed to why we choose this location. There are as follows:

1. **Transportation**

There are many transportation facilities available near One Place Mall such as buses and taxi. The fare rate is different between bus and taxi. For buses, the fare rate depends from customer's origin location to Putatan. For example, from Kota Kinabalu town to Putatan is RM2.00. As for taxi, of course the fare rate is higher than buses because taxi is more comfortable compared to buses. The fare depends on the kilometer (KM) of the ride.

2. **Price Of Rentals**

We choose One Place Mall because the rental price is much cheaper than Kota Kinabalu town. The rent of our shop is RM 1,400 per month.

3. **Labor Supply**

Since there are many people live near to One Place Mall putatan, so any vacancy can be fulfil immediately. If we need any additional works, we can recruit people who live around Putatan.

4. **We are near to our customers as the population of students and workers growing faster at Putatan are. Even though they did not live there, there are many people from other district will come to One Place Mall during school holidays and weekend.**

6.0 Marketing Plan

6.0.1 Introduction

Marketing is the activities or step that is taken after the behavior of consumer have been studies and demand in the market also have been studied. It must be done systematically therefore the business can run smoothly. The product or service that we want to sell must be satisfied by the customers which we must achieve the customer expectation. Thus, the product or services that we wanted to provide must be going through marketing activities to introduce our product or services that we wanted to provide to the consumer so that the product can be easily be sold.

There are several steps that must be considered in establishing a business plan such as product concept, target marketing, market size, competitors, market share, sales forecast, marketing strategy and marketing budget.

Marketing plan requires the efforts of everyone in an organization or company and can be made more or less effective by action of complementary organization or company.